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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 11 titles deal with the following topics: (1) the Supreme Court and the limits of the First Amendment in "Zurcher v. Stanford Daily"; (2) the radical journalist, I. F. Stone; (3) group owned vs. independentl owned newspapers; (4) the public career of Cornelia Phillips Spencer; (5) attempts to balance First Amendment and Sixth Amendment rights; (6) the Hearst press campaign to fortify an American Isthmian canal; (7) Charles Dickens as educational journalist; (8) the Russian government and the newspaper "Sel'skii Vestnik" ("Village Herald"); (9) the beginnings of American literary journalism; (10) occupational health in the mainstream and advocacy press; and (11) the effects of positive versus negative news on newspaper advertising response. (HTH)

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Abstracts of the following dissertations are included in this collection:

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ZURCHER V. STANFORD DAILY: THE SUPREME COURT AND THE LIMITS OF THE FIRST AMENDMENT

Cottrell, Robert Charles
WIELDING THE PEN AS A SWORD: THE RADICAL JOURNALIST, I. F. STONE

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GROUP-OWNED NEWSPAPERS VS. INDEPENDENTLY-OWNED NEWSPAPERS: AN ANALYSIS OF THE DIFFERENCES AND SIMILARITIES

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ZURCHER V. STANFORD DAILY: THE SUPREME COURT AND THE LIMITS OF THE FIRST AMENDMENT

Order No. DA8324445

BOWERS, MICHAEL WAYNE, PH.D. *The University of Arizona*, 1983. • 193pp. Director: Richard C. Cortner

The ratification of the Bill of Rights in 1791 brought freedom of the press into the sphere of constitutional legitimacy such that it could not be nullified by the whims of elected officials. Traditionally the guarantee of a free press has been treated as an adjunct of the Speech Clause with little, if any, independent status. Recently, however, that traditional conception has come under increasing attack.

Many attorneys, judges and academicians have argued for a separation of the Press and Speech Clauses. For example, former U.S. Supreme Court Justice Potter Stewart has stated his belief that the Press Clause is a structural guarantee which provides greater First Amendment protection to the press than that generally accorded the public. Therefore, the U.S. Supreme Court's decision in *Zurcher* v. *Stanford Daily* (1978) that ratified searches of non-suspect, third-party newsmen exemplified for these supporters the nadir of press freedom in recent years.

In this study the importance of the *Zurcher* decision to public policy, public law and legal studies is examined in detail. The study utilizes the systems model popularized by David Easton to observe the events leading up to the decision and both the judicial and legislative responses to that decision. In addition, a new theory of press freedom is presented which analogizes the Press Clause to the Free Exercise of Religion Clause. This theory suggests that the Press Clause should be separated from the Speech Clause in the same way as the Free Exercise Clause has been separated. This would establish the Press Clause as an independent clause granting a special status to the press: a status which the author believes to be warranted by the language of the First Amendment and the absolute necessity for a press free of governmental intrusion and regulation.

WIELDING THE PEN AS A SWORD: THE RADICAL JOURNALIST, I. F. STONE

Order No. DA8314763

COTTRELL, ROBERT CHARLES, PH D. *The University of Oklahoma*, 1983. 474pp. Major Professor: Paul W. Glad

Arguably the greatest journalist of his era and longtime editor of the famed newsletter, I. F. Stone has employed both pen and voice to support many of the nation's great left-oriented movements during the post-World War I era. Indeed, in certain ways his career serves as a lens through which to view the American left during that span. At various times, while working for a series of leading liberal and left-wing newspapers and journals, Stone applauded La Follette's Progressive Party, Thomas' Socialist Party, the New Deal, the Popular Front, Henry Wallace's presidential bid, the anti-nuclear effort, the civil rights movement, and the campaign against the Vietnam War.

Stone's ideological development more specifically parallels the passage undertaken by Western democratic socialists. After an atypical youthful flirtation with anarcho-communism, he found attractive the brand of democratic socialism offered by Thomas and the American socialists. Economic collapse and fascist aggression, however, caused Stone and many non-sectarian radicals to back attempts by social democrats overseas and by New Dealers at home to reform capitalist economies, while continuing to urge greater structural transformation. The need for wartime mobilization resulted in exhortations by Stone and other democratic socialists for more comprehensive planning. When World War II ended, they considered extensive planning essential to produce full employment and consistent growth, and to lead their states toward the good society. During the postwar period, the earlier socialist emphasis upon the need for nationalization and the abolition of private property lessened. Some began to consider the formation of welfare states sufficient; others such as Stone relinquished their once firm convictions, because of developments within Eastern Europe, that "socialization" of property would necessarily result in human betterment. But unlike many former progressives, Stone continued to doggedly argue that a "synthesis of socialism and freedom" remained the most urgent task of the modern era. His non-doctrinaire, yet consistently radical approach, enabled the journalist to attain a position as a fixture on the American democratic left, one paralleled by only a few, including Muste, Baldwin, and Thomas.

GROUP-OWNED NEWSPAPERS VS. INDEPENDENTLY-OWNED NEWSPAPERS: AN ANALYSIS OF THE DIFFERENCES AND SIMILARITIES

Order No. DA8319581

DAUGHERTY, DAVID BRUCE, PH.D. *The University of Texas at Austin*, 1983. 215pp. Supervisor: Ernest A. Sharpe

Recently, debate has arisen about the relative merits and shortcomings of group newspaper ownership. Newspaper groups are single entities that own two or more newspapers in the United States and control more than 70 percent of circulation. Critics of group ownership believe that control of the newspaper industry by a relatively few corporations has the potential for severely curtailing the free flow of information in the United States. Supporters of group ownership contend that pressure from readers will always force newspaper publishers to objectively report the news.

This debate has been primarily philosophical because little empirical research has been conducted to determine whether differences between group and independent newspapers exist. This study was done to measure differences between the two newspaper types. A content analysis of the front page and the editorial page of a sample of group and independent newspapers was conducted. The content analysis measured the space devoted to local, state, national, and international news; the use of photographs; the amount of space devoted to news coverage vs. features; editorial topics addressed; endorsement of presidential candidates; use of the letters to the editor column; and number of syndicated columnists published.

A survey of group and independent publishers was completed measuring their attitudes toward the tenets of social responsibility theory of the press.

Group-owned newspapers and independent newspapers are extremely similar. It was hypothesized that independent newspapers would be more sensitive to the local community by publishing more news, features, and editorials about the local community. It was further hypothesized that group newspapers would concentrate more on national and international issues.

The findings indicate that group newspapers are more sensitive to the local community in terms of editorial coverage and publish the same amount of local material as independent newspapers on their front page. Group-owned newspapers tend to publish less national news; the same amount of state and international news, photographs and features; and less news on the front page than do independent newspapers. Groups also publish more local editorials, fewer national editorials, take more positions on presidential candidates, publish more letters to the editor, devote more space to the letters to the editor column, and publish about the same number of syndicated columnists as do independent newspapers.

The publisher survey determined that there are few differences between group and independent publishers in their attitudes toward the tenets of social responsibility of the press theory.

"POISONED ARROWS" FROM A TAR HEEL JOURNALIST: THE PUBLIC CAREER OF CORNELIA PHILLIPS SPENCER, 1865-1890

Order No. DA8321562

GWIN, PAMELA JANE BLAIR, PH.D. *Duke University*, 1983. 305pp. Supervisor: Robert F. Durden

Despite the fact that women in nineteenth-century America were denied the right to vote, some of them did participate in the political process. Cornelia Phillips Spencer, a journalist and amateur historian from Chapel Hill, worked for twenty-five years to exert an influence on the politics of North Carolina. An examination of her public career, 1865-1890, reveals that most of her journalism was politically motivated. Four major projects dominated her career. Her first historical work, *The Last Ninety Days of the War in North Caorlina* (1868), was written to garner public support for her disfranchised Whig-Unionist friends. A second volume, *First Steps in North Carolina History* (1888), was specifically designed for use in the state schools and included a Whig-Unionist interpretation of the causes of the Civil War as well as a Democratic view of postwar state politics. A third project was her newspaper campaign to close the Republican-controlled University of North Carolina and to re-open it under a Conservative Democratic administration. Her fourth major journalistic undertaking was a campaign to popularize her progressive ideas concerning state-supported education for both boys and girls.

Although Mrs. Spencer might be characterized as a pioneer feminist by her outspoken participation in the male-dominated arena of political journalism, her traditionally accepted reputation as a charitable, unselfish campaigner for the state university and as an objective amateur historian is not a realistic evaluation of her work. Her journalism was influenced by her rabid anti-Republicanism, and most of her work was dominated by her desire to promote the ideals of the Democratic party even at the cost of misrepresenting the truth.

The largest manuscript collection of Mrs. Spencer's papers is in the Southern Historical Collection at The University of North Carolina in Chapel Hill. The Perkins Library manuscript collection at Duke University in Durham and the North Carolina State Archives in Raleigh contain smaller Spencer collections. The papers of the political leaders with whom Mrs. Spencer most often corresponded are to be found in the Duke library, The University of North Carolina, and the State Archives as are extensive newspaper collections for the period.

THE PRESS, THE COURTS, AND THE REGULATION OF PREJUDICIAL PUBLICITY: A HISTORICAL ANALYSIS OF ATTEMPTS TO BALANCE FIRST AMENDMENT AND SIXTH AMENDMENT RIGHTS

Order No. DA8319002

JENNINGS, JAMES MONROE, II, PH.D. *Ohio University*, 1983. 438pp. Director of Dissertation: Dr. Guido H. Stempel II

This legal-historical study traces the development of the use of the "gas order" by the American court system in an effort to prevent any type of prejudicial publicity which could effect the Sixth Amendment rights of a criminal defendant to a fair trial by an impartial jury. While the study examines some of the early free press/fair trial cases, it concentrates on those which followed *Sheppard v. Maxwell*, with particular attention given to *Dickinson v. United States, Nebraska Press Association v. Stuart, Gannett Co., Inc. v. DePasquale* and *Richmond Newspapers, Inc. v. Virginia*. Through the examination of these cases and more than 250 others the author shows that the Supreme Court of the United States' handling of this type of case has been marked by a great deal of inconsistency. In this area the Court has chosen to apply a series of ill-defined, vaguely worded, tests which have created far more problems than they have solved. The author thus concludes that the Court has not spoken loudly or clearly enough to bring about any kind of a solution to the free press/fair trial controversy.

AN ANATOMY OF THE HEARST PRESS CAMPAIGN TO FORTIFY AN AMERICAN ISTHMIAN CANAL

Order No. DA8318910

KIM, SOON JIN, PH.D. *University of Maryland*, 1982. 409pp. Supervisor: Myron O. Lounsbury

William Randolph Hearst launched a vehement press campaign in 1900-1901 to fortify a Central American canal that America was to build. The Hearstian campaign persistently criticized a 1900 Anglo-American treaty and censured Secretary of State John M. Hay who negotiated that Hay-Pauncefote Treaty. This dissertation analyzes some 950 canal-related items appearing in the two Hearst newspapers, *New York Journal* and *San Francisco Examiner*, during 1900-1901, to see how the Hearst newspaper engaged in the battle to defeat the first Hay-Pauncefote Treaty, for it proscribed the fortification of an American isthmian canal.

The thesis first traces the historical events leading to the 1850 Anglo-American Clayton-Bulwer Treaty for an unfortified-neutralized canal. For the next half century, Americans of "militaristic" tendency, who regarded the canal as a quasi-military enterprise, endeavored to abrogate that 1850 treaty, and the 1900 Hay-Pauncefote Treaty was the result. The new treaty did not sit well with the "militarists," for it maintained the neutralization principle of the old treaty. After the two-year press campaign, the "second" Hay-Pauncefote Treaty of 1901 was concluded now allowing canal-fortification.

This study does not seek to establish a causal relationship between the Hearstian campaign and the successful conclusion of the Anglo-American treaty, though the Hearst papers claimed it to be their accomplishment. The study, instead, analyzes the journalistic tactics employed by the Hearst newspapers, including the sensational "pseudo-events" staged by the papers, arguing for the renegotiation of the Anglo-American canal agreement, which would not prohibit America from fortifying an isthmian canal.

Though the canal was eventually built in Panama, not in Nicaragua as Hearst had advocated, the principle of fortified Americanization of an isthmian canal was firmly established during the years (1900-1901) of the Hearst campaign. That strategic conceptualization of the American isthmian canal served as the guiding principle for the national enterprise in the Panama Canal (1904-1914).

CHARLES DICKENS: EDUCATIONAL JOURNALIST

Order No. DA8313653

KIRKLAND, CAROLE ANN BARDELLA, PH.D. *The University of Florida*, 1982. 252pp. Co-Chairmen: Dr. Robert R. Sherman, Dr. Richard R. Renner

This study was designed to show Charles Dickens from a new perspective: that of an educational journalist. The study depicts how Dickens used his stories--*Oliver Twist, Nicholas Nickleby, David Copperfield*, et al.--to attack the horrible conditions that existed in the schools in 19th century England and to enlighten the public to these educational abuses. It is made clear Dickens was not simply a storyteller writing to entertain people. Dickens planned his works to touch the readers' emotions and to force the public to feel for the pathetic school children. Dickens' works, based on realism, were responsible for much educational reform.

This study also shows the importance of Dickens' works appearing in monthly or weekly installments in magazines, newspapers, pamphlets and journals and selling for a small amount of money. Thus, his stories were in reach of all people who could read or had someone to read to them. So Victorian England learned about the horrendous Yorkshire schools, the "Facts, Facts, Facts" method of education, the wicked treatment of workhouse children and the tearful deaths of Smike and Little Nell. For the first time, reading material was within the reach of the common person. The people began to consciously identify with good and hate evil. Prior to Dickens, people were basically unconcerned or unaware of the cruel treatment of children.

Dickens, as an educational journalist, observed over seventy

schools in his career, investigated conditions at the abominable Yorkshire schools and the factories in Manchester that employed children, and conducted hundreds of interviews. He studied education and developed strong educational philosophy based on allowing children to have freedom and to use their imagination. He fought corporal punishment. He advocated his educational beliefs in his stories. He had thousands of followers.

Tom Wolfe, author of *The New Journalism*, maintains Dickens was one of the first "New Journalists" because he wrote accurate nonfiction with techniques usually associated with novels and short stories. In the late 1960s, "new Journalism" became popular. However, Dickens was using it masterfully more than one hundred years ago.

TO THE PEOPLE: THE RUSSIAN GOVERNMENT AND THE NEWSPAPER *SEL'SKII VESTNIK* ("*VILLAGE HERALD*"), 1881-1917

Order No. DA8317033

KRUKONES, JAMES H., PH.D. *The University of Wisconsin - Madison*, 1983. 402pp. Supervisor: Professor Michael B. Petrovich

The post-Emancipation peasantry of Russia became the object of educated society's attempts to raise their cultural and intellectual level, often through books and periodicals known as "publications for the *narod*," i.e., the masses. At the same time revolutionaries began spreading subversive literature to provoke peasant rebellion. Concerned about the influence of all of this reading matter and of rural rumors as well, the tsarist autocracy initiated its own "publication for the people"--the newspaper *Sel'skii vestnik* ("*Village Herald*"). This dissertation traces the history of the gazette from its creation in September, 1881, until its appropriation by the short-lived Provisional Government in March, 1917. It seeks to explain how the old regime in Russia responded to the challenge of courting public opinion through a mass-circulation periodical.

Materials from Soviet archives reveal the circumstances under which the newspaper was founded, the sources of its funding, the manner of its distribution and the methods of its operation within the Internal Affairs Ministry. They also describe the reform of the gazette as a result of the 1905 Revolution, and its subsequent acquisition of a press, book publising firm and sales outlets. A detailed examination of the newspaper's contents over the course of its thirty-five-year run suggests how the editors tried realizing their goals. A separate chapter discusses their pointed use of letters from peasant readers, which constituted one of the unique features of the gazette.

Growing circulation figures indicate that *Sel'skii vestnik* had real appeal for peasants. This was due to its combination of traditional features from earlier periodicals for the masses, a variety of practical information and literary supplements. Moreover, the editors kept widening its contents to attract more sophisticated "readers from the *narod*." But its circulation was hampered by local peasant officials who saw it as a threat to their hegemony over the countryside. In addition, ministerial officials denied free copies to all but a relative handful of recipients. These factors insured that the newspaper would never realize its demonstrated potential. Overall, the case of *Sel'skii vestnik* shows that the tsarist government brought to the task of modern propaganda an outmoded and self-defeating censorship approach.

THE FABRIC OF FACT: THE BEGINNINGS OF AMERICAN LITERARY JOURNALISM

Order No. DA8311482

PRESTON, RICHARD MCCANN, PH.D. *Princeton University*, 1983. 290pp.

This is a story of how five American writers, pushed and pulled by the demands of the marketplace, innovated techniques of reporting that are the basic tools of American literary journalists today.

Richard Henry Dana, Jr. (*Two Years Before the Mast*), John Lloyd Stephen (*Incidents of Travel in Central America*), Herman Melville (*Typee*), Henry David Thoreau (*The Maine Woods*), and Mark Twain (*Roughing It*), all experimented with structure, point-of-view, narrative voice, set-piece, time-sequence, setting, dialogue, and the portrayal of character in action, but within the realm of factual reporting.

Tom Wolfe and Truman Capote have claimed that the literary journalism they practice--what is called the "nonfiction novel"--is something new to literature. Actually, the history of literary reporting goes back to Herodotus and Thucydides. Americans, faced with a continent full of scientific wonders, have always placed a premium on the accurate survey, the "true" history. Mark Twain is in some ways a culminating figure in nineteenth century American journalism, and *Roughing It* is a little-explored masterpiece of imagined history.

The economics of publishing came into play. Readers wanted adventure stories they could believe; an international market grew up for this kind of writing. A large number of young American writers, faced with competition from imported English fiction, first found commercial success writing factual narratives.

UNCOVERING IDEOLOGY: OCCUPATIONAL HEALTH IN THE MAINSTREAM AND ADVOCACY PRESS, 1970-1982

Order No. DA8321854

RAYMOND, CHRIS ANNE, PH.D. *Cornell University*, 1983. 233pp.

It is commonly assumed that mainstream mass media news is objective and value-free, while news in the advocacy press is biased. This research, based on an analysis of three daily newspapers, two mainstream news weeklies, and three advocacy press publications argues that news accounts in both presses are ideological.

This research analyzes coverage given to occupational health, a high-stake social problem whose causes and remedies are open to a variety of interpretations. Content analysis, plus interviews with journalists indicates two sets of ideologies that influence coverage of occupational health. An ideology of social structure refers to assumptions journalists make about the characteristics of and institutional links between business, government and labor. Ideology of social status refers to journalists' assumptions about the legitimacy of different sources of information, and about the newsworthiness of occupational health as a social issue.

The study finds that the mainstream press portrays government as an independent source of power, characterizes occupational health problems as isolated incidents, seldom gives coverage to working class issues or the views of workers, and focuses on technical disputes as the critical dimension of risk.

The advocacy press portrays government power as resting on corporate ties, characterizes occupational hazards as systemic problems, gives coverage to workers and working class issues, and focuses on labor as the central issue.

The thesis develops the implications of these differing accounts of occupational health for the conflicting paradigms of journalism. It suggests a changing role for journalism--one which goes beyond advocacy and objectivity--in which journalists act as collators, theoreticians and informed analyzers of increasingly complex technical issues, so that they may help provide better public understanding of and effective action about important social problems.

EFFECTS OF POSITIVE VERSUS NEGATIVE NEWS ON NEWSPAPER ADVERTISING RESPONSE

Order No. DA8316387

ROGERS, MARTHA, PH.D. *The University of Tennessee*, 1983. 169pp.
Major Professor: Jack B. Haskins

"Advertising effectiveness" is an issue of great concern to media planners. This study examines one dimension of source effects on advertising effectiveness--specifically, positive, negative, or neutral news as portrayed in headlines and news stories in a mock tabloid newspaper. Students were randomly assigned to one of the treatments--Very Bad, Bad, Neutral, Good, or Very Good news--in which advertising remained constant. Analysis of variance and Chi-square tests suggested support for three of the four hypotheses: (1) Bad news will generally have negative effect, and good news a positive effect on general consumer attitude, product usage intentions, and brand recall; (2) affective states produced by the media *content* will have an effect on evaluation of advertising message; and (3) because neutral news has lower interest value than either good or bad news, neutral news will produce the lowest advertising-response scores. No support for the fourth hypothesis--that the effects of news on receptivity to advertising will vary with sex, age, race, and other demographic variables--was indicated by data. The review of pertinent literature includes a thorough review of findings and theories in the area of positive and negative messages, as well as a review of relevant research in psychobiology and interaction of media environment and advertising. The author suggests future research in this area using 30-minute news programs containing 30-second commercials.

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